



The Greening of Wisconsin Business

WEI celebrating 10 years working to improve Wisconsin's environment and economy



WISCONSIN
GREEN & GROWING

Green Tier: Fostering Superior Environmental and Economic Results

On Monday, Oct. 3, WEI in cooperation with The La Follette School of Public Affairs and the Baldwin Wisconsin Idea Project will launch a major statewide initiative to showcase the impressive progress being made in Wisconsin's nationally respected Green Tier program.

Legislators, local officials, representatives of the news media, state regulatory and policy officials and representatives from Wisconsin's leading business and environmental organizations will be invited to travel together on regional bus tours to the top environmentally innovative projects across the state. Participants will examine, experience and discuss these exciting examples of the future of environmental and economic cooperation.

At the end of the day, each bus will conclude its tour in Madison, where Gov. Jim Doyle and cabinet members including Department of Natural Resources Secretary Scott Hassett, Administrative Secretary designee Steve Bablitch, Marc Marotta, Tourism Secretary James Holperin, Commerce

Secretary Mary Burke and Agriculture Secretary Rod Nilsestuen have been invited to attend a special reception at Monona Terrace. Legislators who have sponsored or supported Green Tier, including Sen. Neal Kedzie and Sen. Mark Miller, also are being invited.

On Oct. 4, WEI will host a half-day conference to focus more specifically on how businesses can incorporate Green Tier strategies to ensure Wisconsin's environmental quality and economic success. The event will feature a Green Tier panel, including: Norm Niedergang, United States Environmental Protection Agency – Region 5, Assistant Regional Administrator for Resources and Steve Skavronek, Environmental Policy and Community

continued on page 3

INSIDE:

2

Director's View

3

Travel Green Wisconsin

4

New Green Built Literature on the Way

Media Highlights Green Built Highlights

New Sponsor and Builders

6

Celebrate WEI's 10th Anniversary with a Contribution to our Member and Donor Campaign

7

In brief

8

Board of Directors, Member and Staff Directory



JOHN IMES

DIRECTOR'S VIEW

One Sunday afternoon in September 1995, at the lakefront home of Stuart Rosenberg, a group comprised of Attorney Dick Lehmann from Boardman Lawfirm; Ciaran Mannion, Executive Director for the Minnesota Environmental Initiative (MEI); Mike Eggleston, Board Chair for MEI; Stu, an attorney from DeWitt Ross & Stevens; and I (then Environmental Manager for Quad/Graphics) came together to plan the launching of a new organization.

Ten years later, our founding mission remains intact — a dedication to bringing together business, government and citizen groups in a neutral forum to address the environmental issues affecting Wisconsin. Led by an energetic board and dedicated staff, the organization has held many policy forums, programs and events over the years, covering diverse topics such as Quality Urban Development, Animal Agriculture, Purchase & Transfer of Development Rights, Energy Policy, Shoreland Development, Green Building and Profit-Driven Environmental Management. World class speakers including, renowned architect Bill McDonough and Ray Anderson, CEO of Interface, have keynoted WEI's events and brought national and global perspectives to state concerns.

WEI's events more recently have focused on regulatory reform and changing the direction of environmental policy. Forums have brought together leaders representing business and industry, state and local government, the legislature and environmental groups to reach an understanding on the need for both regulatory reform and environmental quality. Forum participants also identified environmental priorities and many innovative ideas and projects which support Wisconsin's economic and environmental goals.

The Green & Growing events are a natural follow-up to last year's passage of Green Tier and a related fact-finding mission to Germany, where a Wisconsin delegation examined innovative technologies, "green building" practices and new directions in environmental governance. WEI joined the broad-based Wisconsin group to explore how the Green Tier law (modeled, in part, after the Environmental Pacts of Bavaria) might encourage companies to improve environmental performance while boosting productivity and

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cutting costs.

Many of us who were on the Bavarian busses found that although we came from different sectors we had a lot in common and that it made sense to work together as partners. That is what the Green Tier law is all about — working as partners to achieve together what we cannot do alone. It is an environmental law that is based on "we can" instead of "you can't." And that is a big reason why EPA said Green Tier is the most ambitious and comprehensive environmental innovation law in the United States. It is a big reason why EPA will sign, at the Green & Growing reception, an historic agreement giving Green Tier standing in its eyes. This is significant not only for Wisconsin, but for the entire nation.

We arrived at this point with lots of hard work, beginning with the give and take of diverse stakeholders, who came up with the concepts in a Green Tier citizens committee. That spirit of compromise was continued in the Legislature where Republicans and Democrats worked hard to get past obstacles. Special mention goes to Senators Neil Kedzie and Mark Miller, and to Governor Jim Doyle who signed the Green Tier law in April of 2004.

The service of the stakeholder committee, the good faith of legislators from different parties, and the support from business leaders, the La Follette School, and the Baldwin Wisconsin Idea Project, have all made Green Tier possible. Green & Growing celebrates that the era of "doing well by doing good" has arrived — the bringing into reality the aspirations and principles envisioned when Green Tier was first floated as an idea six years ago.

The concept of Green & Growing also communicates who we are and what we care about. It is our common ground whether we come from business, government, or non-government sectors. It opens the door to new partners, new customers and a new generation who see quality of life as key to our future.

And so I welcome you aboard the WEI and Green and Growing bus. It is a bus that is special in Wisconsin history, a bus that takes our motto of forward and says yes we can go further — environmentally, economically and as partners working together.

Ensuring Wisconsin's Environmental Quality • Through Regulatory Reform and Innovation • Striking the Balance for 2003 and Beyond • Energy Forum Report • At Home: Making Green Sense
Environmental Policy Forum I & II • Animal Agriculture and Wisconsin's Future • Implementing Profit-Driven Environmental Management • Understanding the Purchase & Transfer of Development Rights
Community Development and Sustainable Energy • Planning for Viable Agricultural Systems, Quality Urban Development: Setting an Agenda for Wisconsin's Cities
Business & Environment Series Doing Well by Doing Good • Owning Waterfront Property, A Checklist • Shoreland Development in Wisconsin: Balancing a Healthy Environment with a Healthy Economy
Competitive Strategy & the Environment • Environmentally Sustainable Communities: A National Town Meeting

continued from page 1

Involvement Consultant. Mark McDermid, Director, Bureau of Cooperative Assistance will moderate the panel which will show how Wisconsin DNR, USEPA and Communities are working together to:

- differentiate superior performers;
- build incentives that work on the local, state and federal levels; and
- engage communities in ways that build lasting business value.

The keynote presentation, *From Here to Sustainability: The Profit and Potential of Environmentally Responsible Business Practices* features Joel Makower, an award-winning writer, speaker and consultant on sustainable business and clean technology. Joel has helped companies such as GE, Clorox, Gap, General Motors, Hewlett Packard and

Procter & Gamble align environmental responsibility with business success. Mr. Makower is the founder of "The Green Business Letter," an award-winning monthly newsletter on business and the environment, and the Green Business Network, which produces GreenBiz.com, ClimateBiz.com, and GreenerBuildings.com. Following Joel's presentation, leaders from industry, finance, and the building and development association will respond to Joel's message, discuss their Green Tier and related innovations and share lessons learned.

At lunch, WEI will recognize its 10th anniversary followed by a panel where diverse business leaders will explore the potential for a "green company" benchmark and brand for Wisconsin, a business climate that attracts clean jobs and investment and furthers our state's long tradition of environmental

stewardship.

"The Green & Growing events are a natural follow-up to last year's passage of Green Tier and a fact-finding mission to Germany, said John Imes, Executive Director. We look forward to working with partners to make Green & Growing an annual event and encouraging companies to improve environmental performance while boosting productivity and cutting costs."

WEI is grateful to our funding sponsors and to the Green & Growing steering committee, including: Jeff Smoller and Mark McDermid at the Department of Natural Resources, Terry Shelton at The La Follette School of Public Affairs, and Lynn Wood, Jennifer Sereno and Jim Wood from Wood Communications Group.

For more information, please visit www.wi-ei.org

Travel Green Wisconsin



The Travel Green Wisconsin certification program will add bottom-line value and top-line recognition to the tourism industry.

For the past year WEI has been an active member of the Department of Tourism's Sustainable Tourism Ad Hoc Committee. This committee was established to explore the development of a voluntary environmental certification program for the Wisconsin tourism industry. WEI has been contracted to take the lead on this initiative to develop the certification program, called "Travel Green Wisconsin."

The Travel Green Wisconsin certification program will add bottom-line value and top-line recognition to the tourism industry. It will promote smart business practices that will help to conserve and protect Wisconsin's natural resources while bringing cost savings to Wisconsin's tourism businesses. At the same time, it will educate travelers on Wisconsin's commitment to a healthy environment. The certification program will help promote and define the Wisconsin brand.

WEI will be working with the Ad Hoc Committee and other key stakeholders to further develop the certification program.

Travel Green Wisconsin will be a voluntary program based on a point system in which certain point totals will need to be established in specified categories, such as waste reduction, energy efficiency, indoor air quality, and water conservation, in order to obtain certification. The facilities could then choose additional conservation practices to implement, which will give participants the opportunity to characterize their own program. Participation in Travel Green Wisconsin will be available to a variety of tourism operators.

The Travel Green Wisconsin certification will acknowledge and promote facilities that have become certified, bringing participants marketing and cost saving benefits for their environmental improvements.

Before the Travel Green Wisconsin certification program is implemented statewide, a pilot program will first be conducted in possibly two or three communities in the State as early as next spring.

THE GREEN BUILT WAY TO AFFORDABLE HOUSING

THE GREEN BUILT HOME PROGRAM OF THE WISCONSIN ENVIRONMENTAL INITIATIVE PRESENTS:

A SERIES OF GOALS AND STRATEGIES FOR THE EFFECTIVE GREENING OF AFFORDABLE HOUSING



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Download the report at www.greenbulthome.org

New Green Built Literature on the Way

New literature will soon be available from Green Built Home! **The Project Guide**, which provides environmentally responsible solutions for nine common building and remodeling projects, is now available online and in print. **The Remodeling Checklist** is nearing completion, and should be available in early fall. Green Built Home is also in the last phase of creating an **Affordable Housing Report**. With support from the Home Depot Foundation, this report examines how green building plays a role in affordable housing. The report, which offers suggestions to municipalities and affordable housing providers who want

to incorporate green techniques into their affordable housing projects, will then be presented to interested parties throughout the state.

Other new materials can also be found online at www.greenbulthome.org, including many Green-It-Yourself resources and a guide to Natural Landscaping. This guide highlights the benefits associated with native plants, spells out how to install and maintain a home garden, and provides tips for selecting appropriate native plant varieties.

Green Built Home has also launched a newsletter geared towards builders and sponsors that will be available online and mailed to builders and sponsors every two months. The leaflet will offer news, information, and green tips.

Media Highlights Green Built Home

Green Built Home has been in the news! In June, the *Wisconsin State Journal* featured an article about green building and Green Built Home. The *Wisconsin State Journal* also recently printed a Letter to the Editor by Green Built Home summer intern Ceara O'Leary. Other articles have been seen in *Madison Magazine*, *At Home in the Capitol Region*, *The Sustainable Times*, and a local newspaper in Spooner, Wisconsin. Additionally, the CBS affiliate in Wausau ran a segment featuring Green Built Home builder Eco-Peak. GBH was also featured on Alliant Energy's television program, *Powerhouse TV*. As part of a sponsorship arrangement with *The Builder's Journal*, Green Built Home will now be advertising and publishing articles in their Northwest and Northeast editions.

Green Built Home Welcomes New Sponsors and Builders for 2005

Green Built Home would like to highlight its new 2005 sponsors and builders!

New sponsors include The Builder's Journal, a national trade magazine; Caroma USA, Inc., manufacturer of "dual-flush" toilets; McGrath Associates, an innovative and urban multifamily development company; Park Towne Development, a real estate company that provides comprehensive services including owner and buyer representation, development, property management, business brokerage and consulting; Rainbow Insulation, Inc., a distributor of cellulose insulation; and Sugar Island Playground, manufacturer of residential and commercial playgrounds featuring recycled plastic lumber.

New builders include A-A Exteriors.com, Inc of Winneconne, Architectural Building Arts of Madison, Associated Housewrights of Madison, Chad's Carpentry of Monona, Eco-Peak Enterprises of Wausau, Excalibur

Builders of Slinger, Feldt Construction Company, Inc. of Verona, McGrath Associates, Inc. of Madison, Northpointe Construction, Inc. of DeForest, Projects Unlimited of Beaver Dam, Sauter Builders, Inc. of Boulder Junction, Showcase Homes of Sun Prairie, Superior Design Homes of Madison, TDS Custom Construction of Madison, Thermal Green Concrete Homes of Oregon, Winfield Homes of Fond du Lac, and Zimwood Homes, LTD of Janesville.

Habitat for Humanity of Dane County's homes are among the greenest in the state

Green Built Home, a voluntary program of Wisconsin Environmental Initiative (WEI) in partnership with the Madison Area Builders Association, has been partnering with Habitat for Humanity of Dane County for the past year to certify all their new homes as Green Built Homes.

To receive Green Built Home certification, a home must earn at least 60 points from the Green Built Home Checklist, one of the most comprehensive green building rating tools in the country.

For 2005, all Habitat for Humanity of Dane County Homes will earn at least 112 points, far exceeding these standards and making them among the greenest homes in the state.

Green Built Home certification helps to ensure that Habitat homes are healthier, safer, more comfortable and more durable than typical new homes. The homes will meet criteria for erosion control, energy efficiency, waste reduction and recycling, indoor air quality, landscape conservation, materials efficiency and comply with Wisconsin ENERGY STAR Home standards as well. "Green building saves homeowners money in the long term through reduced energy and maintenance costs and does not have to increase up-front costs," says Nathan Engstrom, Green Built Home Program Director. "The fact that each Habitat home earns nearly double the number



Habitat for Humanity homes in the Madison area.



of points required for certification shows just how committed they are to building quality homes that are far superior to what most for-profit builders produce." Dan Johnston, Habitat's Construction Manager says, "We are very proud of this announcement. Building affordable homes using mostly volunteer labor is no simple task and to also build to such high environmental standards makes us especially proud of our work. Dedicated volunteers, a visionary board and creative partners help us accomplish this day in and day out. In the long run, Habitat families really benefit."

Green Built Home is a voluntary green building initiative that reviews and certifies homes that meet sustainable building and energy standards. The program is implemented in partnership with the Madison Area Builders Association in cooperation with other participating builders associations, leading utilities and organizations that promote green building.

Habitat for Humanity of Dane County is an organization committed to bringing families and communities in need together with volunteers and resources to help build simple, decent, affordable housing. They provide the opportunity for home ownership to people who could not otherwise become homeowners and bring the community and their partner families together in the physical act of home building. In September, Habitat will kickoff construction of its 100th home in Dane County.



Celebrate WEI's 10th Anniversary with a Contribution to our Member and Donor Campaign

**Today I ask you
to renew your
membership or
consider making a
fully tax-deductible
contribution to WEI as
an individual donor.**

Dear Friend of the Wisconsin Environmental Initiative,

As WEI celebrates 10 years working to improve Wisconsin's environment and economy, we are grateful for the continued participation and funding support of members throughout the state. Today I ask you to renew your membership or consider making a fully tax-deductible contribution to WEI as an individual donor.

Your organizational and individual contributions are essential to achieving a diversified funding base for WEI and furthering exciting opportunities to share our core belief in "doing well by doing good."

Consider what your contribution can accomplish. WEI's Environmental Policy Forum provides an important opportunity for diverse groups of Wisconsin leaders to collaboratively address critical environmental challenges facing our state. A perfect example is the Green & Growing event, a major statewide initiative to showcase the impressive progress being made in Wisconsin's nationally respected Green Tier program.

Working with partnering businesses and organizations WEI provides advice, feedback and counsel and can assist with your Green Tier and related efforts to improve business performance while ensuring Wisconsin's environmental quality.

To increase market use of and demand for resource-efficient building and energy practices in residential construction, remodeling and affordable housing, WEI's Green Built Home program is there to provide builders, home building associations and other partners with guidance, market distinction, and technical support.

The Travel Green Wisconsin certification program is another example of how WEI can add bottom-line value and top-line recognition for your business. The program will promote smart business practices that will help to conserve and protect Wisconsin's natural resources while bringing cost savings to Wisconsin's tourism businesses. At the same time, it will educate travelers on Wisconsin's commitment to a healthy environment.

WEI's programs and initiatives also help to promote and define the Wisconsin brand, helping create a "green company" benchmark and business climate that attracts clean jobs and investment and furthers our state's long tradition of environmental stewardship.

Only with your membership renewal or fully tax-deductible contribution to WEI can we thrive and continue this important work. *And for a limited time, you'll also receive a WEI 10th anniversary commemorative mug. The 16 oz Corn Kegger is made from 100% U.S. Corn Plastic and lists all of WEI's programs and initiatives over the years. Please visit Donate Now! on our website at www.wi-ei.org and see how easy it is to make a contribution to WEI. We look forward to working with you on WEI's upcoming initiatives and advancing our unique approach across Wisconsin.

Thank you for your support.

Sincerely,

John Imes, Executive Director

IN BRIEF...

Biobased Industry Consortium:

Governor Doyle has appointed Executive Director John Imes to the Biobased Industry Consortium which will work to help make Wisconsin a national leader in the use of biologically based materials to produce energy and products that effectively compete with petrochemicals in quality, cost and environmental impact. Wisconsin is well positioned to become the leader in biobased technologies. These technologies will make it possible to develop new sources of affordable electricity, transportation fuels, chemicals, consumer products, and pharmaceuticals, from renewable crops and forests grown in Wisconsin. By supporting these new and developing technologies, Wisconsin will help its existing businesses to grow and prosper and also attract new businesses and jobs to the state. For more information, please visit www.bioeconomy.wi.gov

Ecotourism in the U.S.

The first ecotourism conference in the U.S. was held on September 14-16, 2005, at Bar Harbor, Maine. The International Ecotourism Society (TIES) and the Bar Harbor Chamber of Commerce organized the conference in order to bring top leaders and experts together "to discuss a broad range of issues surrounding ecotourism practices in the U.S. and to develop an action plan promoting the U.S. as an ecotourism destination."

Attendees included leaders and experts from the tourism industry, government, academics, and professional and nonprofit groups. Among the attendees was Kerrie Cunningham, Program Coordinator at WEI. This conference was a great opportunity for Wisconsin to learn about ecotourism best practices and how Wisconsin can develop its own certification program for the tourism industry that will promote smart business practices to help to conserve

and protect Wisconsin's natural resources. Look for highlights of the Ecotourism Conference from Kerrie in the next Update.

Manure Bio-Conversion Technology Conference:

WEI is assisting the steering committee planning of this event in cooperation with the Wisconsin Agriculture Stewardship Initiative (WASI) and the Department of Agriculture, Trade, and Consumer Protection (DATCP). The conference will be held on Tuesday, January 31, 2006 at Monona Terrace in Madison and will feature exhibits, presentations and roundtable discussions on existing and emerging technologies, business systems and financing

Milwaukee Green Team:

WEI was invited to participate on a work group for the Milwaukee Green Team, an effort created by Milwaukee Mayor Tom Barrett to develop a 'Milwaukee Green Standard' that provides leadership and practical solutions to help keep our water and air clean, our resources conserved and our people prosperous. Working groups have met numerous times over the course of four months and their recommendations will be compiled and released as part of a special report to the Mayor this fall.

Hands-On Environmentalism

Hands-On Environmentalism by Brent Haglund and Thomas Still. Written for those who wonder how to get past the environmental nanny state and reach the next level of stewardship, Haglund and Still describe the concept of "civic environmentalism" which is based on values such as local control, personal responsibility, government accountability and economic opportunity. The book is available at www.encounterbooks.com and will be sold at the Green & Growing event.

Board Doings:

WEI is pleased to welcome **Elizabeth Kluesner** and **Steve Hiniker** to the WEI Board of Directors. Elizabeth is Director, Policy & Program Development in the Dan County Executives Office and previously served as Executive Assistant in the Secretary's Office for the Department of Natural Resources. Steve Hiniker is Executive Director for 1000 Friends of Wisconsin, a land use organization created to protect and enhance Wisconsin's urban and rural landscapes. Prior to joining the 1000 Friends, Steve was the Executive Director of the Wisconsin Citizens Utility Board, a non-profit organization dedicated to representing the interests of residential utility customers. Welcome Elizabeth and Steve!



www.greenbuildhome.org



WISCONSIN ENVIRONMENTAL INITIATIVE

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WEI works to improve the environment,
economy, and
quality of life in Wisconsin
through educational initiatives, multi-
stakeholder dialogues, and
the advancement of best practices
in the areas of business strategy,
environmental policy, green building,
agriculture and land use.
For information on becoming a WEI member
please call 608-280-0360.

See the WEI web site at www.wi-ei.org